

SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR PRESENTING PRODUCT INFORMATION TO AN ANONYMOUS USER

ABSTRACT

A system, method and article of manufacture are provided for providing product information to a user, where the user may remain anonymous. A product identifier is received from a client device of a user. The product identifier is associated with a particular product. A search is made of a data store for matching the product identifier with information about the product. The product information is stored on a network data site. The user is allowed to access the product information on the network data site using a user identifier.